

NEWSLETTER OF THE ASSOCIATION OF KANSAS THEATRE

the marquee • Volume 13 no. 2

winter 1987

KEEPING THEATRE

ALIVE IN KANSAS

Keeping theatre alive in Kansas is the primary focus we have in mind for the 1987 AKT Convention which will be held in Salina, March 27-29. Each of you reading this Marquee is vitally important to this convention. It will take all of us working together to protect the state of the arts in Kansas.

Convention actually begins this year on Thursday evening when a hospitality suite will be open and various division groups are scheduled to meet. Convention rolls up its sleeves and gets down to work on Friday with the College One Act Festival (adjudicated by Robert Fitch and Jim Symons). Workshops on the teaching of acting and designing for impossible spaces on a budget are sure to be absorbing. Simultaneously, AACT/FEST participants will be rehearsing their pieces.



TERESA STOHS

1987 Convention Chair

The AACT/FEST will open Friday evening with three performances. (At the same time, an auditioning workshop for college students will be held.) A midnight afterglow will bring Friday's activities to a close.

Saturday begins bright and early with master and beginner classes in dance and acting led by Robert Fitch and Jerry Crawford. From 1:30 to 3:00 p.m. a very important session will share success stories that developed from ideas conceived during the 1986 Convention. Division meetings will follow from 3:30 to 5:00 p.m.--all divisions need to see their membership. There will be an evening banquet and following, the continuation of AACT/FEST. (Of course, the evening ends with an afterglow.)

Sunday morning, AACT/FEST takes a final bow and convention '87 concludes with a gala Awards Banquet. Whew. There really is something for everyone.

But it all means nothing unless you are present. All of us who believe in the arts, especially theatre, owe it to ourselves and each other to attend the 1987 AKT convention. Then, through good times and bad, we might find the know-how and resources of spirit to keep theatre alive in Kansas. Spending one week-end together can positively effect the rest of the year. So please register early--why not today?

CONVENTION

'87!

1987 AKT CONVENTION REGISTRATION FORM
Friday - Sunday, March 27-29, 1987
Marymount College, Salina, Kansas

NAME (one person/form) _____
Address _____
City/State/Zip _____
Phone (home) (____) _____; (work) (____) _____
Theatre with which you are affiliated _____
Division: Secondary School ____; Community (KCTC) ____; Children's ____;
Professional ____; College/University ____.

* * * * *

Convention fees are itemized as follows:
Registration fee \$15.00

Admission to all classes, workshops, performances; Saturday
Night Banquet; Sunday Awards Banquet; 2 Afterglows \$40.00

You are on your own for lunches and breakfasts.

Convention registrants (except spouses of members and official representatives from AKT organizations) are required to be members of AKT. If you are not now a member, you may join or renew by noting the various categories of individual membership below and marking the appropriate amount at the right.

Regular (\$15.00) Student/Senior (\$8.00)
Contributing (\$30.00) Sustaining (\$60.00) ANGEL (\$100.00)

Membership dues enclosed \$ _____

TYPE OF REGISTRANT	AMOUNT DUE	FEE PAID
Regular AKT Member	\$55.00	\$ _____
Sustainer/Angel AKT Member	\$40.00	\$ _____
Student or Senior AKT Member		
Spouse of AKT Member		
Official representative of an AKT organization. (Organization's Name) _____		

Total enclosed (convention fees plus
membership fee if applicable) \$ _____

Checks should be made out to AKT and mailed by the Convention registration deadline: Friday, March 13, 1987.

Send to:
Louise Hanson, AKT Central Office, 1628 Dudley Court, Lawrence, KS 66044

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Phone 913-621-5405

**Theatrical
Services
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316-263-4415



UNIVERSITY/COLLEGE THEATRE FESTIVAL ...

We are making a special effort this year to provide an exciting, educational experience for university students and faculty with the

University Theatre Festival. If your students have short plays, scenes or improvised pieces they would like to share and have adjudicated, please get your applications in as soon as possible. We are fortunate to have two excellent adjudicators. Robert Fitch is a accomplished actor and dancer from New York who has an interest in the work of college and university students. James Symons, Chair of the Department of Theatre and Dance at the University of Colorado and Artistic Director of the Colorado Shakespeare Festival, is a perceptive artist and educator. The two respondents will provide students and faculty with new perspectives and insights into their work.

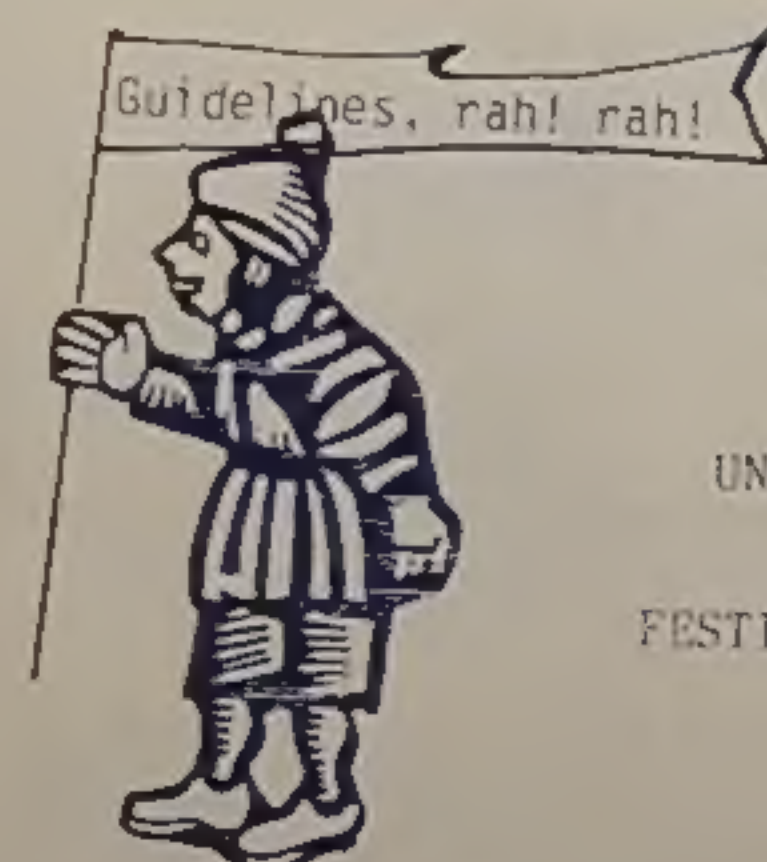
On Friday evening (March 27th) following the festival, there will be an audition workshop. Classes in movement and dance taught by Robert Fitch and classes in acting taught by Jerry Crawford of the University of Nevada-Las Vegas will be held on Saturday. The annual AKT auditions will follow on Saturday afternoon.

(University/College Festival Con't.)

Our purpose is to provide a convention which will be attractive to university/college students and faculty. Please help us make it a success by attending and encouraging your students to attend the entire convention.

The guidelines for the festival are printed below. If you have questions or comments about them, please contact Lynn Black, Division of Communication & Theatre Arts, Emporia State University, Emporia, KS 66801 (316) 343-1200 (ext. 5256)

P.S. If anyone is interested in organizing a display of student design work as part of the festival, let me know.



GUIDELINES
for
UNIVERSITY THEATRE
FESTIVAL PARTICIPATION

1. This is not a competition, but a showcase of student work.
2. Pieces should be acted, directed and/or written by students. In order to maintain a strong focus on student work, facultydirected pieces should be avoided.
3. Primary focus will be on acting, directing and/or writing, not on design and technical elements of the pieces. Our limited time and resources require that design elements be kept to a minimum.
4. Pieces should be at least 10 minutes and not more than 40 minutes in length. Set up and strike should not last more than 10 minutes, combined.

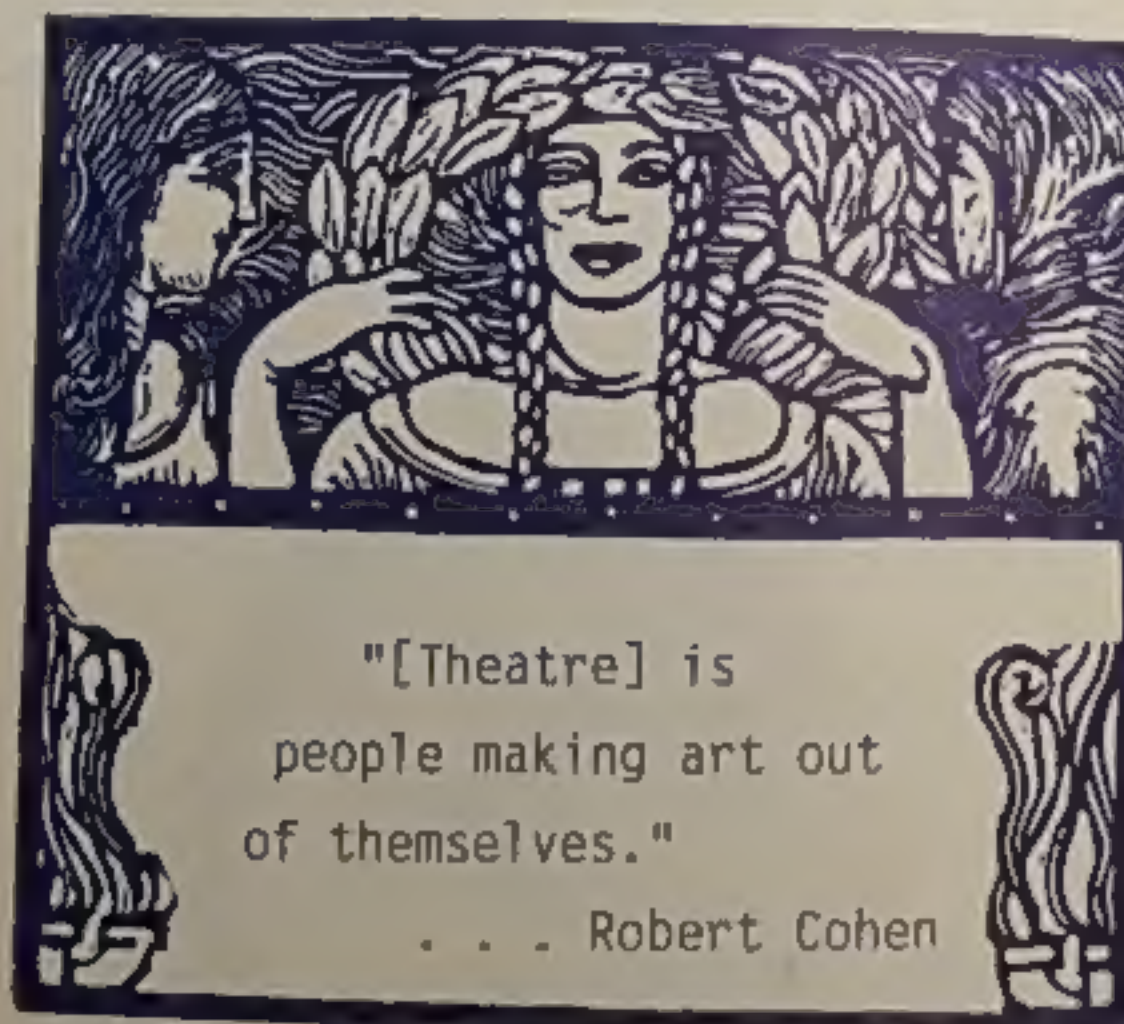
5. Pieces can be one-acts, cuttings from longer plays, improvised creations, etc. If you are using a copyrighted script, you are responsible for obtaining permission, and paying any royalty required.

6. Each piece will be adjudicated by Robert Fitch and James Symons. Depending on the length and nature of the pieces, we might adjudicate after each one, or we might respond to several short pieces as a group.

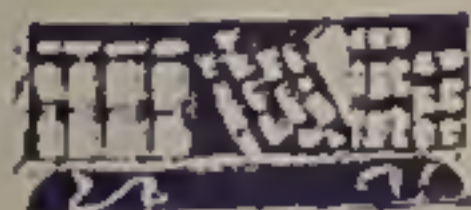
7. Entries will be restricted to one for each university/college. All of our schools need a chance to be involved. If we still have space after all interested school have applied, I will solicit other entries from whomever wants to participate.

8. There is no entry fee, but all participants must be registered for the convention.

9. Send your entries to Lynn Black as soon as possible at the address listed above.



SCRIPT LIBRARY DONATED



AKT is the happy beneficiary of a script library donated by the Lawrence Public Library. Comprising over 300 volumes, the collection was originally developed by the Douglas County Extension.

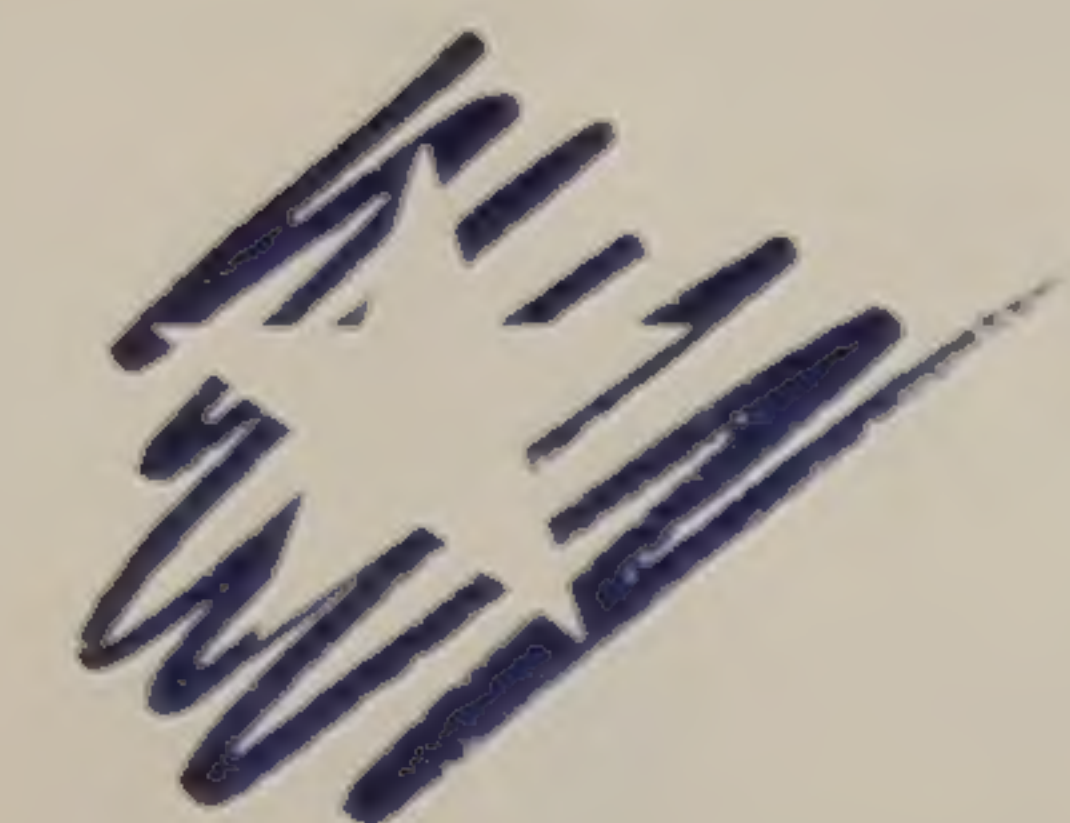
AKT FINANCIAL REPORT
1985/86

REVENUE	BUDGETED (Revised)	ACTUAL
General Revenue	\$ 6100.00	\$ 6073.00
Grants & Contributions (scripts)	5300.00	8157.00
Program/Service Revenue		
MARQUEE Advertising	700.00	605.00
Convention	27925.00	32382.00
Auditions	600.00	460.00
FACT (AACT/FEST)	-0-	-0-
U/C Festival	400.00	-0-
Consulting	400.00	176.00
Video Program	-0-	10.00
Miscellaneous	-0-	1.75
Total P/S Revenue	\$ 30025.00	\$ 33634.75
TOTAL REVENUE	\$ 41425.00	\$ 47864.75

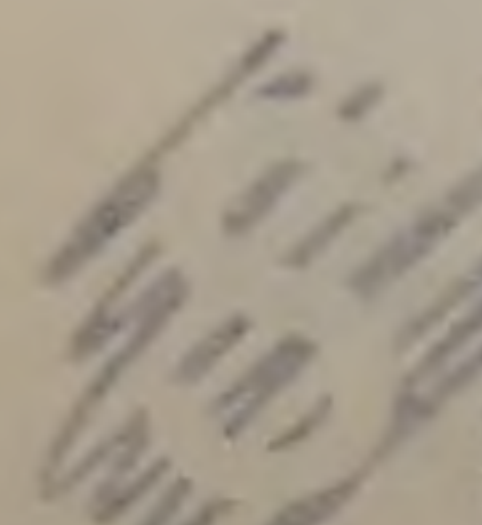
EXPENSES		
General Administration & Operations	\$ 11000.00	\$ 10458.15
Membership Development	200.00	-0-
Divisional Expense	500.00	22.00
Program/Service Expense		
MARQUEE	1200.00	1321.38
Convention	26500.00	29001.67
Auditions	100.00	131.66
FACT (ACCT/FEST)	-0-	33.00
U/C Festival	250.00	-0-
Consulting	250.00	76.00
Arts & Ed. Project	-0-	562.86
Arts Excellence Program	-0-	2350.00
Total P/S Expense	\$ 28300.00	\$ 33476.57
TOTAL EXPENSES	\$ 40000.00	\$ 43956.72

RECONCILIATION OF FUND BALANCE		
Revenue less Expenses	\$ 1425.00	\$ 3908.03
Beginning Fund Balance		5898.04
ENDING FUND BALANCE		\$ 9806.07

Prepared by Twink Lynch
Date: September 28, 1986



Kansas Arts Excellence Program



Southwestern Bell Foundation, in cooperation with the Association of Kansas Theatre and the Association of Community Arts Agencies of Kansas, offers the Kansas Arts Excellence Program in support of theatres and local arts agencies.

Arts Excellence grants from Southwestern Bell Foundation, totaling \$70,000, are being offered in three separate categories—Theatrical Production Underwriting, Special Theatrical Developmental Projects and Arts Agency Educational Projects. Amateur theatrical groups and local arts agencies may apply for grants in more than one category.

Before the curtain goes up on a local theatre production or the first painting is hung for an exhibit, an expensive but meaningful commitment has been made on behalf of Kansas communities. Southwestern Bell Foundation would like to help defray some of these costs and make a variety of art forms more widely available in Kansas.

Arts Excellence grants will be awarded in Kansas based on local cultural needs, the quality of a sponsoring group's past activities, opportunities for local promotions and grant availability.

THEATRICAL PRODUCTION UNDERWRITING

The Southwestern Bell Foundation will make grants available totaling \$40,000 to underwrite amateur theatre groups' productions in 1987. Theatres interested in participating in the Production Underwriting Program should contact their local Southwestern Bell Telephone Community Relations Manager listed in this brochure. The deadline for returning an application to your Community Relations Manager is April 15, 1987.

SPECIAL DEVELOPMENTAL PROJECTS

A \$10,000 Southwestern Bell Foundation grant has been made to the Association of Kansas Theatre to sponsor the Special Developmental Projects portion of the Kansas Arts Excellence Program.

Only those amateur theatres that are members of the Association of Kansas Theatre are eligible for developmental grants. Groups should request a portion of a project's total projected budget. Grants may be requested in the following categories:

Artist in Residence

Allows a community theatre to bring in a director, designer, costumer, playwright, musical director, choreographer or professional actor/actress for the purpose of upgrading the quality of production and teaching the working members of the theatre group new techniques in some aspect of production.

New Program

Allows a community theatre to launch a supplemental theatrical program such as a children's theatre, senior adult theatre, readers' theatre or an experimental theatre program.

Technical / Management Assistance

Allows a community theatre to hire a consultant in theatre management to help set goals and objectives, develop appropriate bylaws, establish a financial accounting system or develop more effective methods for recruiting and retaining volunteers.

All applications for Special Developmental Project grants must be completed by April 15, 1987 and returned to: Kansas Arts Excellence Program, 220 E. Sixth St., Room 505, Topeka, Kansas 66603. Complete the entire application and attach all requested information.

A joint review panel consisting of representatives from the Association of Kansas Theatre, the Kansas Arts Commission and Southwestern Bell Telephone will award grants based upon the merits of each proposal. Requests for capital improvements such as equipment and building projects will not be considered.

CRITERIA FOR GRANTS

All local theatre groups and arts agencies must meet the following requirements:

- Must be located within Southwestern Bell Telephone's service area in Kansas.
- Must have a Board of Directors composed of local citizens.
- Must have existed for at least one year prior to requesting a grant.
- Must be financially solvent.

GRANT APPLICATIONS

Theatre groups and local arts agencies applying for a grant must complete an application and provide the following information:

- Previous year's financial report or audit.
- Current operating budget.
- Playbills or programs from at least two previous productions or activities.
- An itemized budget for the production/project.

Grant applications may be obtained from your local Southwestern Bell Telephone Community Relations Manager listed in this brochure or by writing to: Kansas Arts Excellence Program, 220 E. Sixth St., Room 505, Topeka, Kansas 66603.

EVALUATION

Within 90 days following the completion of a funded project or production, theatre groups and local arts agencies will be required to provide a written evaluation of the event along with a financial report, playbill/program, attendance summary and samples of advertising and media coverage.

DIRECTOR SEARCH CONDUCTED
by
THEATRE IN THE PARK

The Theatre Advisory Council is proud to announce the 1987 season at THEATRE IN THE PARK, Shawnee Mission, Kansas. Shows planned include: MY FAIR LADY, SOUTH PACIFIC, ANYTHING GOES, and A CHORUS LINE.

Individuals may apply to direct by submitting a letter of interest, stating show preference, to:

ENTRY INFORMATION

Entry information for the Southwestern Bell Foundation Kansas Arts Excellence Program can be obtained by calling the Southwestern Bell Telephone Community Relations Manager in your area.

Norma Mitchell

5400 Fairidge, Rm. 203, Mission, KS (913) 676-0742

Countrywide	Mission	Hope Village	Westwood
Fairway	Mission Hills	Shawnee Park	Westwood Hills
Lawrence	Mission Woods	Shawnee	
Manhattan	Olathe	Shawnee	
	Ovenden Park	Shawnee	

Bob Wright

407 N. 7th, Box 1078, Garden City, KS 1-574-8062*

Bucklin	Garden City	Kismet	Plains
Coldwater	Greenburg	Liberia	Proctor
Dodge City	Harcom	Neodesha	Scott City
Flower	Hiway	Neodesha	Sublette

Gregg Svoboda, Harry Watts, Mary Espinoza

154 N. Broadway, Rm. 140, Wichita, KS (316) 268-2417

Andover	Independence	Rock	Wichita
Bellvue	Ketchikan	Wichita Center	
Derby	Mosby	Wichita	

Carl Folster and Shirley Allen

823 Quincy, Rm. 106, Topeka, KS (913) 296-8253
Topeka

Bill Bryant

154 N. Broadway, Rm. 140, Wichita, KS 1-574-1014*

Andover	Cheney	Midvale	Wellington
Arkansas City	Colwich	Mulvane	Whitewater
Augusta	Douglas	Rock	Winfield
Berlin	Garden Plain	Rock Hill	
Berlin	Goddard	Sedgewick	

Steve Begshaw

611 N. Locust, P.O. Box 75, Pittsburg, KS 1-574-8111*

Caney	Clearing	Independence	St. Paul
Cedar Vale	Elie	Independence	St. Paul
Cherokee	Elie	Independence	St. Paul
Cherryville	Elie	Independence	St. Paul
Chillicothe	Elie	Independence	St. Paul
Coffeyville	Elie	Independence	St. Paul

John Mull

Bank IV Building, Suite 315, Emporia, KS 1-574-1015*

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Burns	Emporia	Lebanon	Severy
Cottonwood	Florence	Marion	Towanda
Fall	Harfield	Marion	Virgil
El Dorado	Hamilton	Newton	
Emdale	Harfield	Newton	

Rich Gulhrig

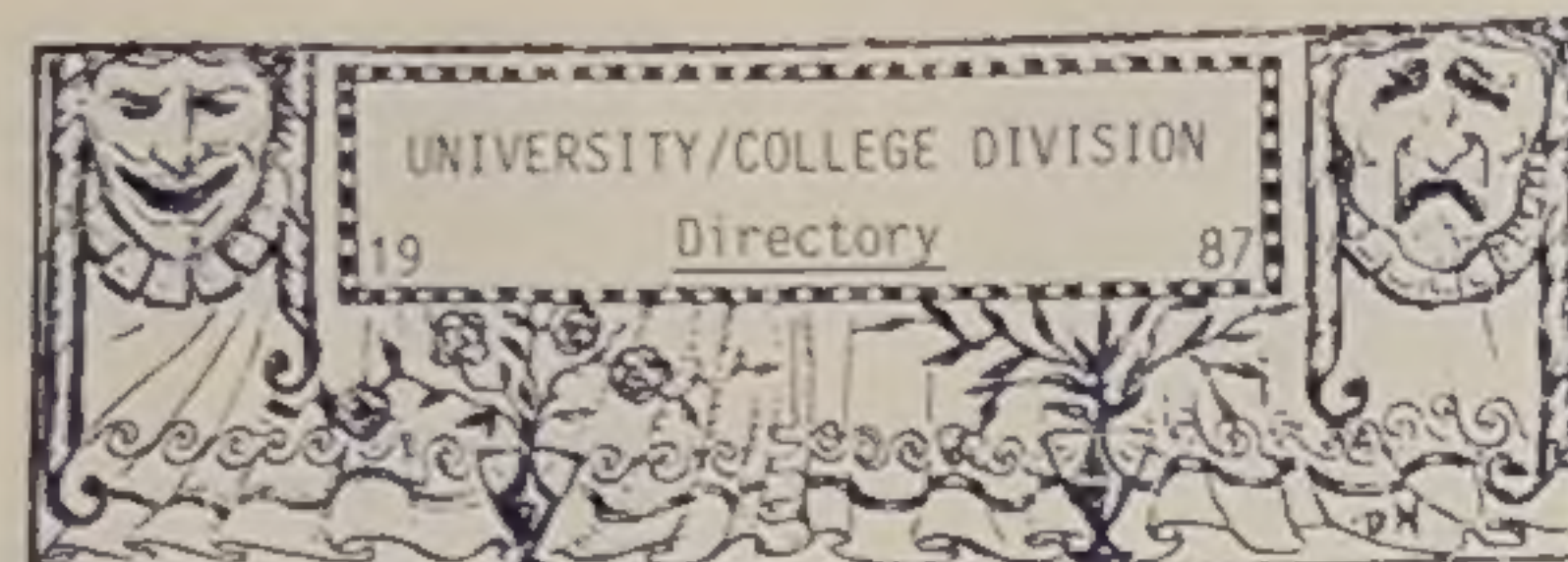
615 First National Center, Hutchinson, KS (316) 665-1647
Hutchinson South Hutchinson

Jim Garner

1804 Glendale, Salina, KS (913) 826-1442
Salina

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Shawnee Mission, KS 66202

(913) 831-3355



Indicates AKT organizational membership.
* Indicates Chair, Department Head or Director.

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Iola, KS 66749
(316) 365-5116
* Kevin Alexander

BAKER UNIVERSITY
Baldwin City, KS 66006
(913) 549-6451
* Bruce E. Woodruff

BARTON COUNTY COMMUNITY COLLEGE
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(316) 792-2701 (ext. 185)
* Martin Burch
Kay Robinson

BENEDICTINE COLLEGE
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(913) 367-5340 (ext. 489)
* Doug McKenzie
Helen K. Volk

BETHANY COLLEGE
Presser Hall
421 N. First St.
Lindsborg, KS 67456
(913) 227-3311 (ext. 257)
* Robert Amsden

BETHEL COLLEGE
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* Arlo Kasper
Warren Deckert

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El Dorado, KS 67042
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* Kenneth H. Burchinal

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(913) 462-3984 (237)
* Sheila Phillip
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Arkansas City, KS 67005
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* Sharon Yarbrough Hill

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Dodge City, KS 67801
(316) 225-1321
* Francis J. Revitte



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1200 Commercial
Emporia, KS 66801
(316) 343-1200 (Ext. 256)
* John Stefano
Lendley C. Black
Karl Bruder (Emeritus)
Ron Fowlkes
Ronald Q. Frederickson
John Lehman
Anna Stevens

FORT HAYS STATE UNIVERSITY
600 Park
Hays, KS 67601
(316) 628-4449
* Stephen R. Shapiro
Lloyd Frerer
Stephen Larson

FORT SCOTT COMMUNITY COLLEGE
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Fort Scott, KS 66701
(316) 223-2700 (ext. 51)
* E. Rodney Peterson

FRIENDS BIBLE COLLEGE
Box 288
Haviland, KS 67059
(316) 862-5252
* Robert Ham

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Garden City, KS 67846
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* Pat Melody

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Diana Mange (Adjunct)

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Kansas City, KS 66112
(913) 334-1100
* Barbara Morrison
Kris Huffman

KANSAS STATE UNIVERSITY
Department of Speech and Drama
Manhattan, KS 66506
(913) 532-6875
* Harold J. Nichols
Cathy Anderson
Phil Anderson
Lydia Aseneta
Joel Climenhaga
Wallace Dace (retired)
Norman Fedder
Carl Hinrichs
Charlotte MacFarland
Rhonda Miracle
Mary Nichols
Alfred Sheffies
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Melissa Simms
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Parsons, KS 67357
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* Carolyn Frey
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McPherson, KS 67460
(316) 241-0731 (ext. 210)
* Bob Wagner

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Chanute, KS 66720
(316) 431-2820
* Bill A. Jaynes

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10th and Cedar
Ottawa, KS 66067
(913) 242-5200 (Ext. 357)
* Roger Moon
Glen Duderstadt (Adjunct)
Jane Westram (Adjunct)

#PITTSBURGH STATE UNIVERSITY
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(316) 231-7000 (ext. 4716)
* Harold W. Loy
Barry R. Bengtson
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Robert W. Gobetz

PRATT COMMUNITY COLLEGE
Pratt, KS 67124
(316) 672-5641
* Donna Cornelius

SEWARD COUNTY COMMUNITY COLLEGE
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* Frank Challis

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* Diane DeFrancoKling
Gordon S. Kling

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Hillsboro, KS 67063
(316) 947-3121 (Ext. 316)
* Jack Braun

#WASHBURN UNIVERSITY
1700 College
Topeka, KS 66621
(913) 295-6639
* John Hunter
David Clark
Paul Prece
Karen Hastings (Adjunct)
Elizabeth Ryan (Adjunct)

THE UNIVERSITY OF KANSAS
317 Murphy Hall
University of Kansas
Lawrence, KS 66045
(913) 864-3381
* Ronald A Willis
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(316) 689-3368
* Dick Welsbacher
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Joyce Cavarozzi
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Kansas Colleges Without a Theatre Program

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Kansas City, KS 66102
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MID-AMERICA NAZARENE COLLEGE
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Special Note:

Please help AKT keep our files up to date by notifying the Central Office (1628 Dudley Court, Lawrence, KS 66044; 913-842-3502) of changes in faculty. THANKS.



Kansas Community
Theatre Conference

Time is drawing near for our state convention, the time when we can come together to learn and to share. Sure it's work to go through the hassle of making arrangements and saving the money to attend, but the rewards make all that more than worthwhile. For community theatre folk to meet their colleagues, to see other people perform, to attend workshops, the convention provides a stimulating and invigorating experience. You'll return home eager to continue your act and to make it better.

Please bring yourself and members of your theatre to convention in March so I and others can have the pleasure of meeting and learning from you.


— Linda Lea Borden
KCTC President



Design a Mime

The Ben Nye Makeup Catalog includes every shade and product needed to design a gamut of theatrical players.

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 Ben Nye Makeup Catalog, 11571 Santa Monica Blvd.
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TAKE NOTE!!

The new AKT Central Office is now located in Lawrence. The new address is:

1628 Dudley Ct.
Lawrence, KS 66044

The new phone number is:

913-842-3502





"Great! Exciting! Stimulating! Fun! What a weekend! Worth every minute!" Feelings like these abound at AACT/FEST from the state to the national level. If your community theatre hasn't tried it, GET INTO THE ACT! Those who have are hooked!

Packets containing all the necessary information on entering the Festival are available to all community theatres. If your theatre is thinking about entering, PLEASE CALL OR WRITE:

Charles Kephart
Salina Community Theatre
P.O. Box 2305
Salina, KS 67402
(913) 827-6126

The packets contain the Kansas AACT/FEST rules, entry forms, floor plans, tech sheet, etc. NOTE: Your entry form must be turned in pronto! Let's all plan to make AACT/FEST '87 the most exciting Community Theatre Festival ever!

-- Charles Kephart
Kansas AACT/FEST Chairman



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everything for every theatre...



WANTED: YOUR NOMINEES

Every year AKT tries to honor those individuals and theatres across the state who are making special contributions to theatre in their areas. Awards are divided into the following four categories:

1. Certificate of Recognition--This award shall be given for an achievement short-term in nature, and primarily local in impact, during the year between conventions.

2. Outstanding Achievement in Theatre Award--This shall be given for an achievement of state, regional or national significance; may be short-term or long-term in nature.

3. Kansas Theatre Hall of Fame Award--This shall be given for extraordinary work and commitment to the theatre, over an extended period of time; the person should be from Kansas or have worked in Kansas for a number of years.

4. Business and Kansas Theatre Award--These awards shall be given to businesses in or out of state that have supported theatre in Kansas; this support will be assessed in relationship to the size of the business; the support can be cash, gifts of equipment, ticket sales support, consultationships, etc.

More than one award may be made in each category. However, no award shall be made unless there is a clearly qualified candidate or candidates.

Nominations for awards should be made as soon as possible to the AKT Awards Chair, Mary Dovelton, Lawrence Community Theatre, P. O. Box 3205, Lawrence, KS 66046.

LET US HEAR FROM YOU! THIS IS AKT'S WAY OF APPLAUDING THOSE AMONG US WHO HAVE SAID "YES!" TO KANSAS THEATRE.

We Use The Same Brands That We Sell

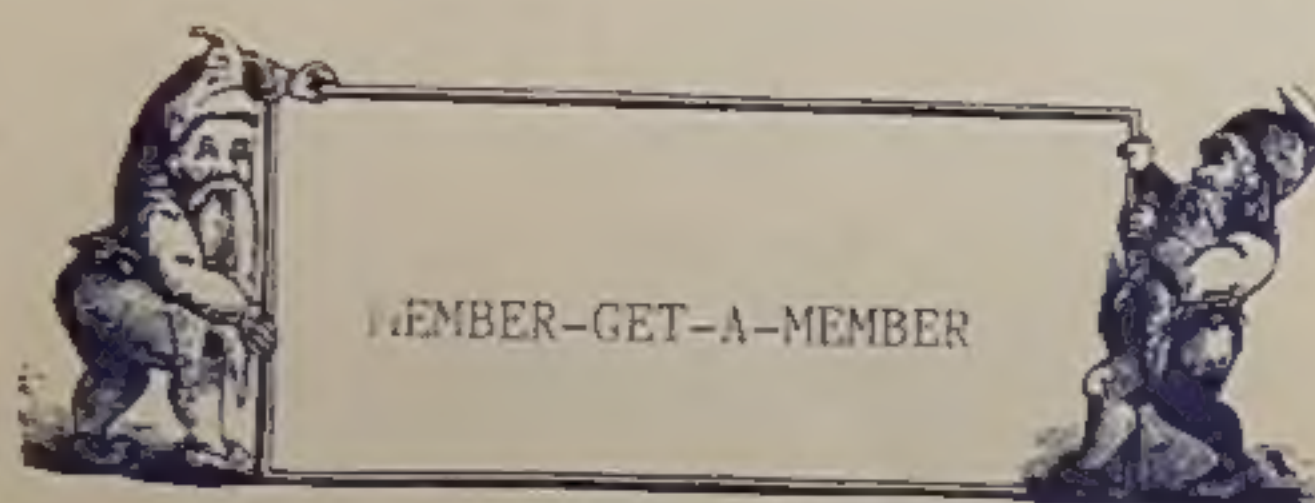
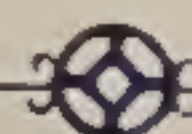


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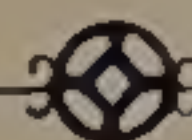
Don't be a forgetter--be a renewer. With the holidays behind us, now is the time to catch up on those loose ends. So if you've been putting off renewing your AKT membership, wait no more. Renew today!



Building membership has never been more important than today as we work toward saving arts in education. We are challenged to meet this goal, and one way to do it is to show strength in membership.

Yes, numbers talk. You can help us make a strong, positive statement by sharing AKT with a friend. Take a few moments this week to enlist a new member, and don't forget to encourage our regular members to renew. (Have you renewed?)

No approach is as effective as the personal one-to-one encounter. It takes but a few minutes. Consider it a favor you can do for theatre-minded folks as well as an investment in the future of arts in the state of Kansas.



MEMBERSHIP APPLICATION

(Make checks payable to "AKT")

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY _____
STATE/ZIP _____
PHONE (A/C) _____
(work) _____

Memberships are good from September 1 to August 31 each year.

TYPE OF MEMBERSHIP

Individual
Regular (\$15) _____
Student/Senior (\$8) _____
Contributing* (\$30) _____
Sustaining** (\$60) _____
ANGEL** (\$100) _____
Organizational
Budget under \$5000 (\$30) _____
Budget \$5000-\$9999 (\$40) _____
Budget over \$10000 (\$60) _____
ANGEL** (\$100) _____

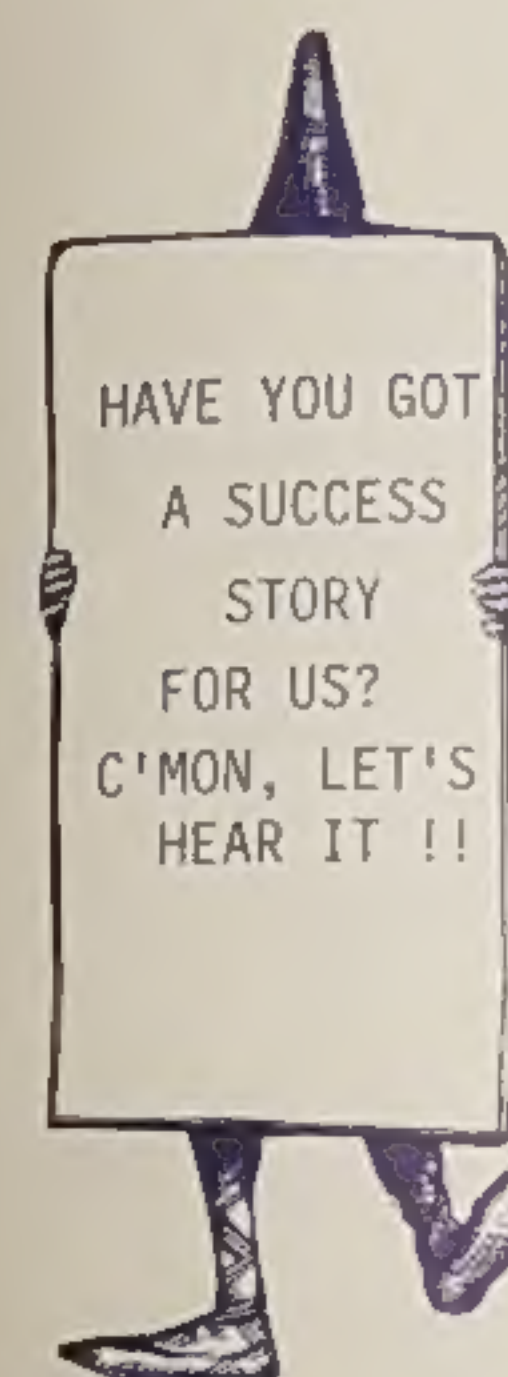
*Contributions are tax deductible
**Conference registration is waived for Sustainers and ANGELS

DIVISIONAL AFFILIATION (Choose one)

Children's Theatre _____
Community Theatre (KCTC) _____
Professional Theatre _____
Secondary School Theatre _____
University/College Theatre _____

Mail this application with your check to:

AKT Central Office
1628 Dudley Court
Lawrence, KS 66044
Or call for more information:
913-842-3502



Calling all success stories!! During the 1986 Convention's round table session with Carol Fineberg, many AKT members came away with good ideas--ways to promote the arts at home. I've talked to several of you who went back home with new ideas, tried them, and were successful. Congratulations! We want and need you to be part of the 1987 convention as we investigate together ways of keeping theatre alive in Kansas.

There will be a convention session Saturday afternoon in which success stories will be shared and we need yours. Small successes, large successes, even--perish the thought--less than successes, all are welcome. It is VERY IMPORTANT to share your story with others. If you will be unable to attend the convention, but could send a representative or a written summary, please do so.

Your participation is heartily invited. Please RSVP to Teresa Stohs, 304 E. 23rd St., Olathe, KS 66061 as soon as possible. Call days (913) 764-7007, or evenings (913) 764-2201.

BUSINESS A HIT WITH KANSAS THEATRE

by
Louise Hanson, AKT Executive Director

(Following are excerpts from an article which will appear in a forthcoming issue of the Wichita Business Journal.)

Something remarkable is happening in Kansas, and that something is THEATRE. Many business people have played an integral role in this success story.

The involvement of business dates from the very inception of Kansas theatre. Retailers have always been generous in providing props, furniture, and other items needed for all kinds of productions.

Needs of this sort will never cease, but in recent years business participation in theatre has expanded dramatically. Last year, in a bold and unprecedented step, the Southwestern Bell Foundation awarded grants totaling \$50,000 to underwrite over 30 plays and special projects produced by several dozen Kansas theatres.

The costs of underwriting vary from \$1,000 to \$3,000 for the usual comedy or drama to the hefty \$5,000 to \$12,000 range for a major musical. Among the many factors influencing production costs are costuming, set design and construction, special equipment and royalty fees.

Hallmark Cards sums up the long-term rationale for supporting the arts in a policy statement regarding cash contributions as "a matter of responsible corporate citizenship" and that "its employees' best interest and its own long-term growth and prosperity are closely related to the environment in which it operates."

Benefits from supporting theatre are also realized in the short-term, such as the publicity business underwriters receive when their names appear on posters, playbills, newsletters, ads and reviews.

Private support of the arts is particularly urgent in Kansas because public support is dismal. We rank an embarrassing 51st among the 50 states and territories with an annual per capita outlay of 24.2 cents. (By contrast, Missouri ranks 12th at \$1.38 per capita.) Our legislators must learn what the business community already knows: support for the arts is an everybody-wins game. Quality of life is a major consideration in decisions regarding the location and expansion of business and industries.

1986-87
AKT BOARD OF DIRECTORS

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The AKT Central Office is located at 1628 Dudley Court., Lawrence, KS 66044.
Telephone: (913) 842-3502. Executive Director: Louise Hanson.

AKT

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